



Voice and data system specialists

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# Asterisk Systems

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# Why choose an Asterisk-based phone system?

Asterisk is the world's leading open source telephony platform. It's a software product that can turn a general purpose computer into a sophisticated VoIP communications server.

Asterisk has become one of the most feature rich, scalable, sophisticated communication servers available today. Implemented as an on premise business phone system or as a hosted PBX, Asterisk remains free to download and comes fully featured with none of licencing restrictions of proprietary systems.

Asterisk can run on Linux, BSD, OS X and Windows, and will work with most SIP compliant handsets and softphones. All you need is the technical know-how to install and configure.

Today, there are more than one million Asterisk-based communications systems in use, in more than 170 countries. Asterisk can become the basis for a complete business phone system, or used to enhance or extend an existing system, or to bridge a gap between systems.

Asterisk IP-PBX server has so many benefits, at such a competitive cost, that many in the industry take it for granted that businesses know what these benefits are, and fail to provide the information needed by new businesses seeking to gain a better understanding of how Asterisk can benefit them. In UK, Asterisk is rapidly gaining market share...

## How can Asterisk benefit my Business?

Here are some of the facts how Asterisk can benefit your business;

- **Extreme Cost Reduction**

Combined with low-cost Linux® telephony hardware, Asterisk can be used to create a PBX at a fraction of the price of traditional PBX and key systems, while providing a level of functionality exceeding that of many of the most expensive systems available.

- **Control**

Asterisk allows the user to take control of their phone system. Once a call is in a Linux® box with Asterisk, anything can be done to it. In the same way that Apache gives the user fine-grained control over virtually every aspect of its operation (and its Open Source nature gives even more flexibility), the same applies to Asterisk.

great value  
for money



scales easily  
to suit your  
Business needs

the flexibility  
and rich base  
structure

freedom of choice  
on hardware  
and architecture

feature-rich  
and constant  
innovation

seamless integration with  
various features

- **Rapid Deployment and Development**

Asterisk allows PBX's and IVR applications to be rapidly created and deployed. Its powerful CLI and text configuration files allow both rapid configuration and real-time diagnostics.

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- **Rich, Broad Feature Base**

Because Asterisk is Open Source and is implemented in software, not only does it provide features such as voicemail, voice menus, IVR and conferencing which are very expensive for proprietary systems, but it also allows new features to be added rapidly and with minimal effort.

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- **Customization**

Through its internationalization support, configuration files, and source code, every aspect of Asterisk can be tweaked. For example, Asterisk's codes for call features could be changed to match an existing system.

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- **Dynamic Content Deployment**

In the same way that web servers like Apache allow a user to deploy dynamic content, such as account information, show times, etc, on the web, Asterisk permits you to deploy such dynamic content over the telephone, with the same ease as CGI.

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- **Extremely Flexible Dialplan**

Asterisk's unusually flexible dialplan allows seamless integration of IVR and PBX functionality. Many of Asterisk's existing features (and desired features of the future) can be implemented using nothing more than extension logic. Asterisk supports a mix of extension lengths.

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- Major companies that have built PBXs are now focused on IP connectivity, but even better are all the upstart companies that are building Asterisk IP-PBXs with lower prices and vendor neutral hardware.
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With all these benefits many smart business people have already decided to switch their infrastructure from proprietary telephony solutions to ones based on Asterisk. If your business is looking to invest in its telephony infrastructure in the near future, you would be well advised to take a closer look at Asterisk and evaluate it along with any solution proposed by us at Orbex Solutions Ltd.





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